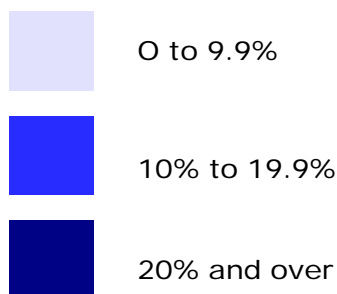
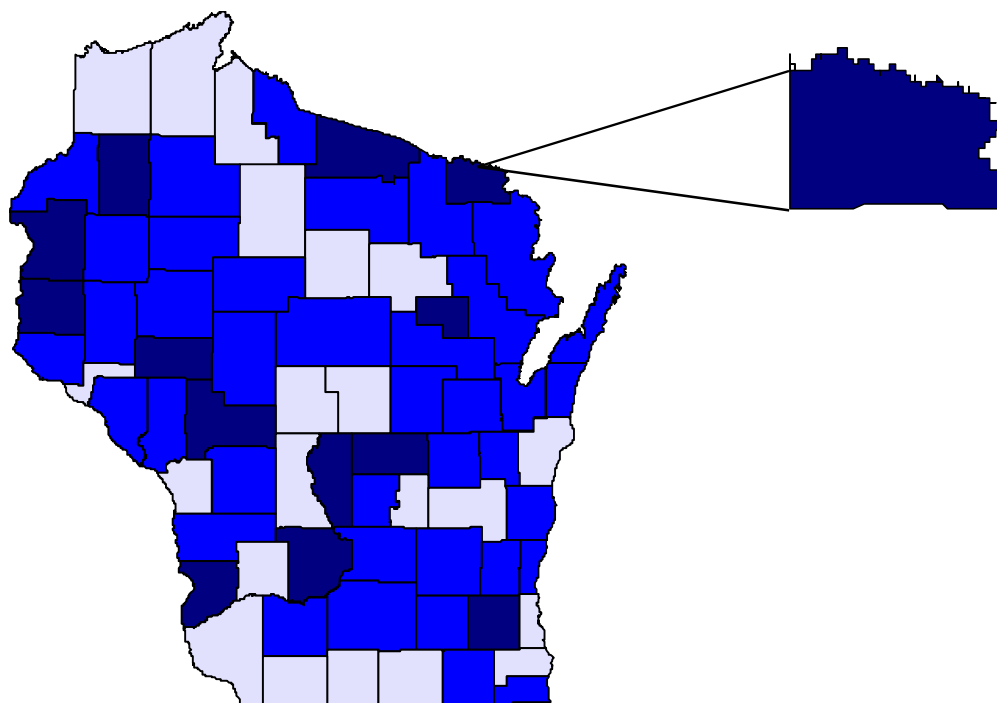


Florence County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Florence County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,
Dick Seidemann, by telephone (920-208-5809) or email (seider@dwd.state.wi.us).

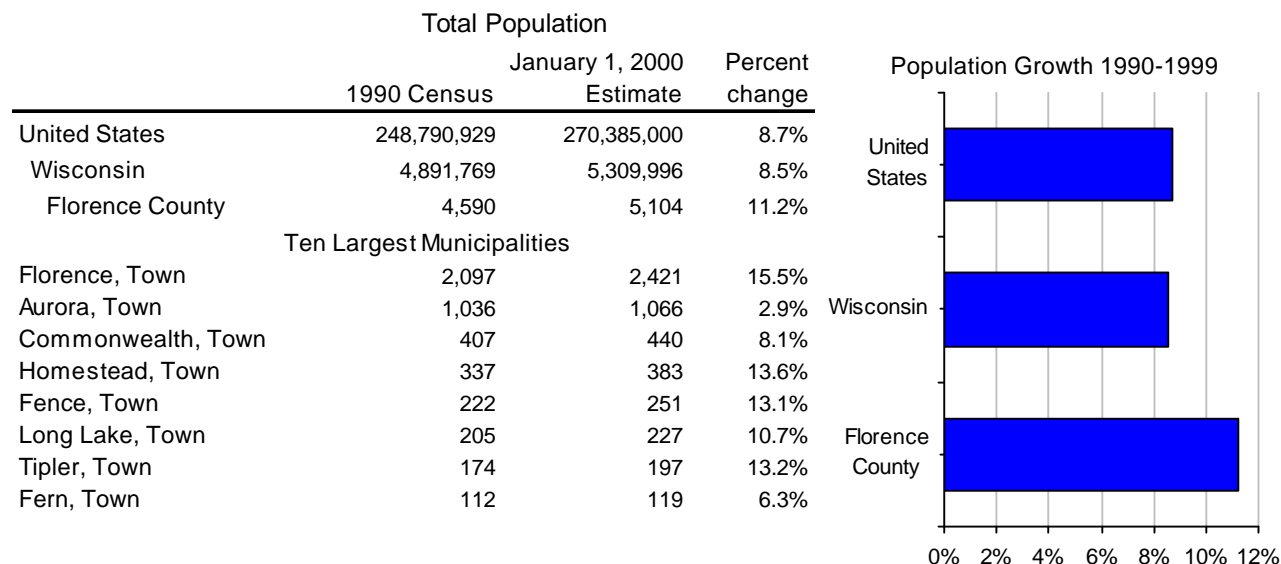
DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Florence County Population and Civilian Labor Force

The population in Florence County's increased by 11.2 percent between 1990 and January 2000. The growth rate for Florence county was higher than either the United States or the State of Wisconsin. The population growth in Florence County was the result of population moving into the area.

During the nineties there were 40 more deaths than births in the county, while net migration added 554 to the county's population for a total increase of 514. The low birth rate may be a result of the age of the population in Florence County. Over Fifty percent of the population in the county is age 40 or above, while only 24 percent are in the primary child bearing years of 20 to 39.

The Town of Florence had both the largest population increase as well as the highest growth rate of the municipalities in the county. The growth in the Town of Florence accounted for 63 percent of the county's population increase during the last ten years.



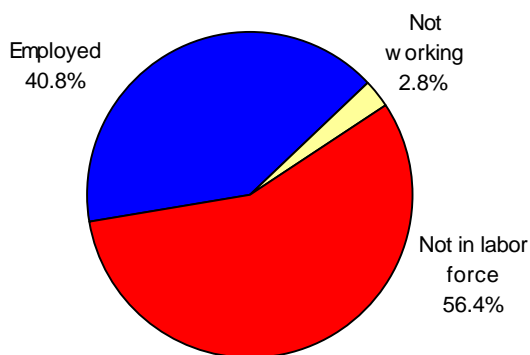
* Florence County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that unemployed is not the same as the number of not working. People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work).

The population in Florence rose 11.2 percent since 1990, however the labor force between 1994 and 1999 rose by 400, nearly a 27 percent increase. Although the labor force has increased dramatically during the last five years, there are still fewer workers in the 1999 labor force than in 1990. At that time the number of workers was over 2,150. Due to changes in the economy during the early 1990's, many workers left the labor force, some retired and some possibly moved away. Others may be discouraged workers and are waiting for changes in the economy to reenter the labor force.

1999 Labor Force Participation



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

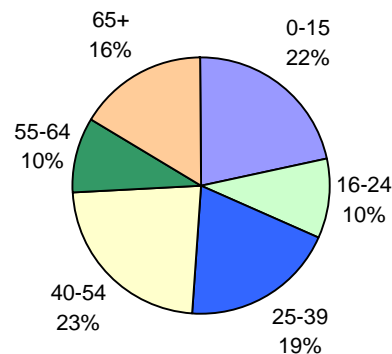
The term used to describe the relationship between the labor force and population is the participation rate. Florence County's participation rate that is considerably lower than either the State of Wisconsin, or the United States. The participation rate for Florence County's labor force is 45.5 percent. This is down 19.1 percent from 1990. The decrease in the rate matches the large drop in the county's labor force between 1990 and 1991. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent. Participation rates are affected by the culture, economic, and demographic conditions of an area.

The 43.3 percent increase in labor force aged population between the ages of 40 and 54, and a substantial increase in the 55 to 64 year age group, may not be only the result of the aging of baby-boomers, but may give some indication of the age of those moving into the area. There is also a large increase in the 16 to 24 year old group. It is possible that much of the growth in this age group has been from families that have moved into the region with children in their late teens. The younger aged group will provide new entry level workers into the labor force, often needed by new and expanding businesses. However, due to the declining birth rate in the area, it is estimated that by the year 2003 it is estimated that there will be more individuals turning age 65 than age 18.

Florence County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	1,076	1,112	3.3%
16-24	453	508	12.2%
25-39	1,032	983	-4.8%
40-54	811	1,163	43.3%
55-64	451	503	11.6%
65+	767	836	9.0%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Florence County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	1,500	1,600	1,700	1,700	1,800	1,700
Employed	1,400	1,500	1,500	1,600	1,600	1,600
Unemployed	110	80	100	130	120	110
Unemployment Rate	7.1%	5.3%	6.3%	7.8%	6.9%	6.5%

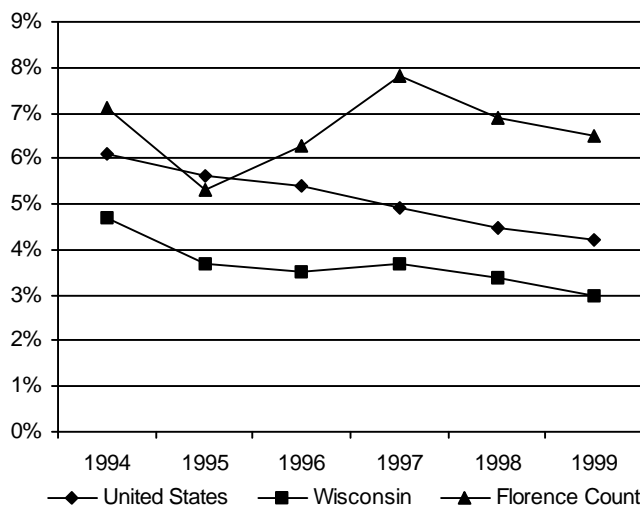
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

During the last five years, the level of unemployment has remained consistently high. At the same time it has been a period of lowering unemployment for both the State of Wisconsin and the United States. The area's unemployment rate has dropped below the U. S. level only once in the last five years. Since that time it has been nearly two percentage points above the nation and nearly three percentage points above the state's average.

This has occurred even though total employment in the county has remained stable throughout the period. In some ways this has been part of the problem. The number in the labor force has grown at the same pace as the number working. Both increased by 200 over the period, while the number of unemployed remained at 110 in 1994 and 1999. This has occurred while employment in other areas has been growing faster than the number of workers in the labor market creating labor shortages for some occupations in nearby counties.

Florence is in a unique position, with its low participation rate. Most likely the county's unemployment rate probably would not drop considerably if employment increased dramatically, as the number of workers would continue to increase at a similar rate as they would re-enter the labor force with the potential of finding employment.

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

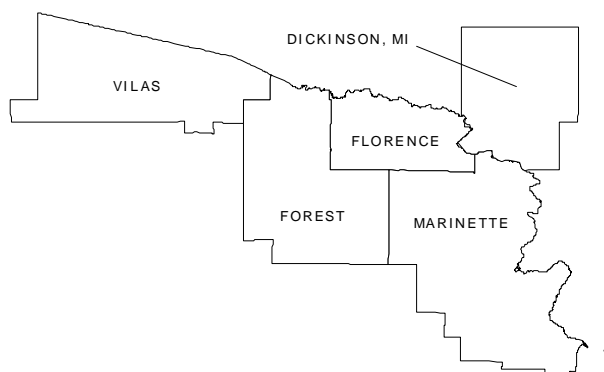
This to some extent is a hidden resource for the county, as it has a pool of workers to “dip into” as employment increases. A good number of counties in Wisconsin have participation rates in the 70 and 80 percentiles and do not have a source of new workers.

Florence County Commuting Patterns

The only available source of commuting pattern data is from the 1990 census. Current data from the 2000 census should be available some time next year.

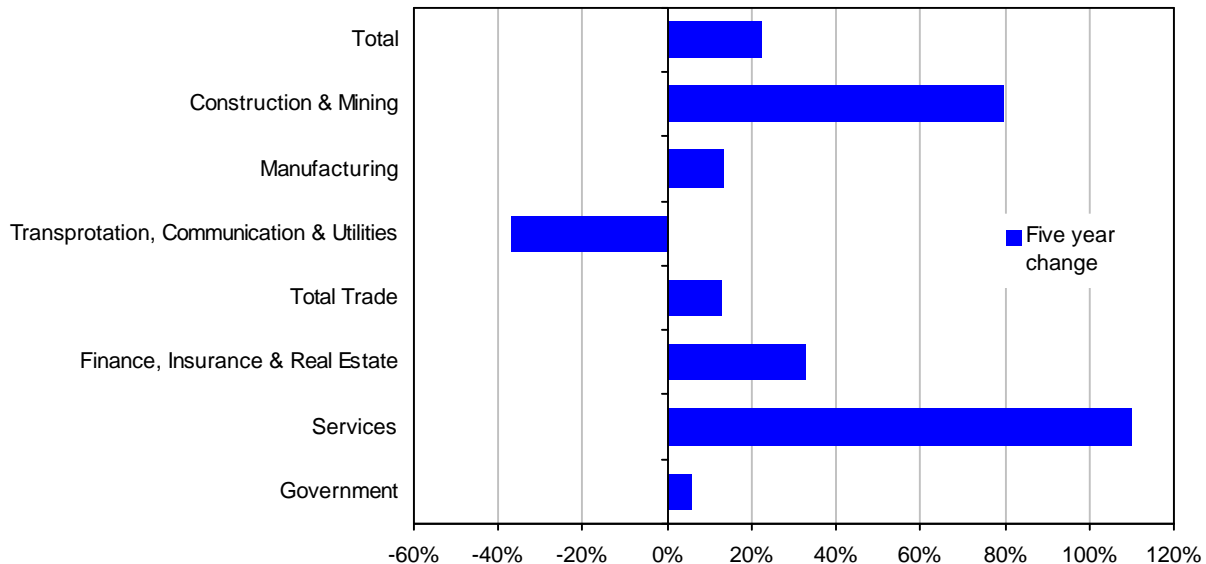
Based on 1990 data, over one half of the employed workers in the county were employed outside of Florence County. The majority of these workers worked in nearby Dickinson County, Michigan. The next largest destination was Marinette County.

Most likely the same basic commuting patterns still exist, although the exchange rate has changed, with plant closings and new companies opening over the last ten years. Dickinson County with its larger employment base probably still receives the majority of workers, while the number commuting to Marinette may have declined slightly with its loss of jobs in the paper industry during the last five years.



Most of the commuters from Florence County travel U.S. highways 2 and 141 to the Iron Mountain, Michigan area, or cross into Michigan by Aurora to get to Iron Mountain. Because Iron Mountain is the most populous area near Florence County with a larger population than the communities within Florence County, it has more employment opportunities. The city of Florence is the county seat and the largest city in the county with a population of just over 2,400. This is one of the few cities on a major highway (U.S. highways 2 and 141) in the county. With a small population and a relatively small labor force and a low participation rate, development of new and large employers has been slow in the area.

Florence County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	968	1,026	1,048	1,099	1,164	1,187	2.0%	22.6%
Goods Producing	219	212	232	282	278	277	-0.3%	26.5%
Construction & Mining	43	32	40	56	48	78	61.2%	79.9%
Manufacturing	176	179	192	225	230	199	-13.3%	13.4%
Durable	171	174	186	217	225	193	-14.4%	12.8%
Nondurable	5	5	6	8	5	7	37.3%	32.4%
Service Producing	749	815	816	818	886	909	2.7%	21.5%
Transportation, Communications & Utilities	66	73	48	40	48	42	-12.9%	-36.6%
Total Trade	284	304	319	315	311	321	3.3%	12.8%
Wholesale	32	32	22	12	10	10	-1.1%	-69.3%
Retail	253	273	297	303	301	311	3.5%	23.1%
Finance, Insurance, and Real Estate	16	18	17	20	24	21	-12.0%	33.1%
Services & Misc.	117	129	141	164	219	245	11.8%	109.9%
Total Government	266	290	291	279	285	281	-1.2%	5.6%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural (farming), military, and self-employed workers. This data measures the number of jobs in the county without consideration of where the job-holder lives or if the jobholder has multiple jobs. This information is often referred to as "place of work" data. As mentioned on the previous page, Florence County has a large number of residents who commute outside of the county to their jobs rather than working within the county.

Employment growth in Florence County during the last five years has been 22.6 percent. Although the goods producing sector had a higher percent increase than the service producing sector, employment growth in the service sector created nearly three as many jobs as the goods producing sector. The fastest growth occurred in construction, which increased by 79.9 percent. The growth rate is due primarily to the small size of the sector, which increased from 43 workers in 1994 to 78 in 1999.

A great deal of growth has occurred in the retail trade industry. The growth is the result of population increases and tourism in the region. Although growth in the goods producing sector increased at a faster rate than the service sector, the service producing sector makes up 76 percent of the employment in the county.

Florence County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Lumber And Wood Products	10	183	33	11
Eating And Drinking Places	19	181	-13	43
Educational Services	*	*	*	*
Executive, Legislative, And General	8	112	-1	-4
Health Services	*	*	*	*
Industrial Machinery And Equipment	3	67	*	*
Automotive Dealers & Service Stations	5	34	-3	14
Miscellaneous Retail	6	34	5	-22
Administration Of Economic Programs	3	24	*	*
Trucking And Warehousing	5	21	-24	-60

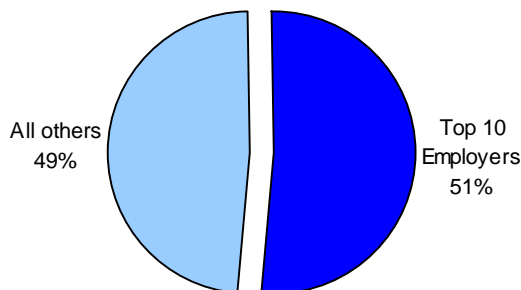
*data suppressed to maintain confidentiality

Top 10 Employers

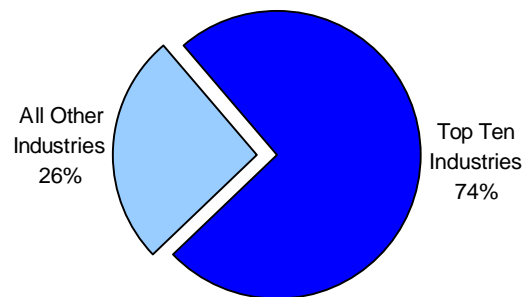
Company	Product or Service	Size
Florence Public School	Public Education	100-249
Pride Mfg Co	Wood Products Manufacturing	100-249
County Of Florence	Government Services	50-99
Beverly Health & Rehabilitation	Health Care/Skilled Nursing	50-99
Koller Industries Inc	Casting	20-49
Pine River Lumber Co Ltd	Trucking	20-49
Aurora Liquors Inc	Eating and Drinking Establishment	20-49
C & R Bar Inc	Eating and Drinking Establishment	20-49
Dck Enterprises Inc	Eating and Drinking Establishment	20-49
El Capitan (Laura Fontecchio)	Eating and Drinking Establishment	20-49

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



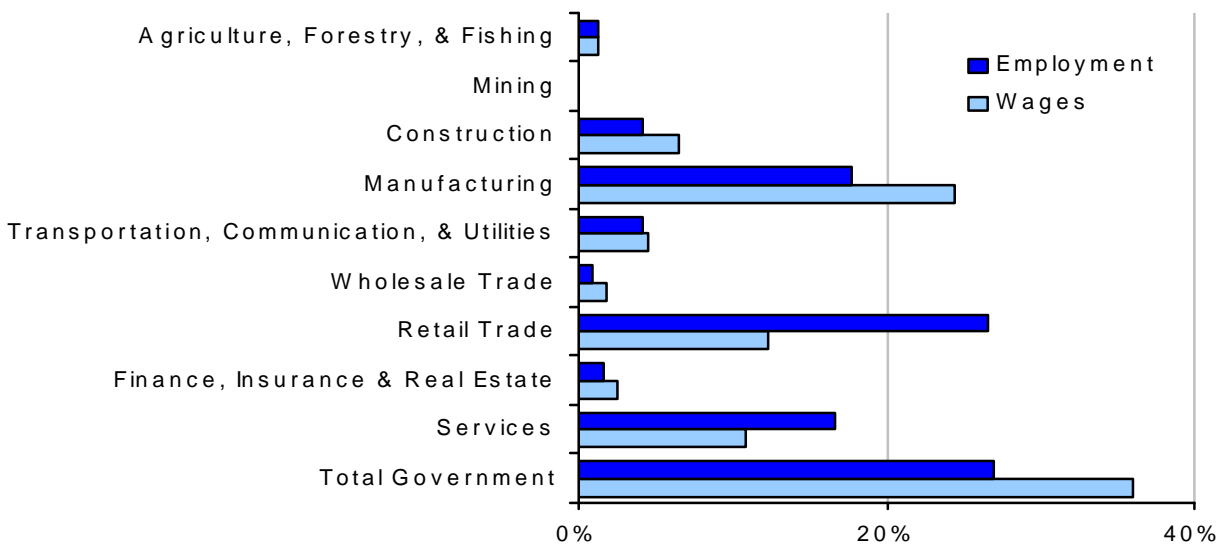
There are a total of 143 employers in Florence County. This includes 21 government units in the county. The ten largest employers in the county employers represent about seven percent of the employers in the county, yet they provide 51 percent of the jobs in Florence County. Only two of the ten largest private employers are in the manufacturing industry. However, four of the ten largest businesses are in the eating and drinking establishment industry.

The eating and drinking establishments industry group is the second largest industry group in Florence County and has four of the ten largest employers in the county. While the lumber and wood products industry is just slightly larger, it has only one employer in the top ten. The ranking of these two industries is reversed from 1998. Educational services would include government employment with local public schools with the Florence Public School District being the largest employer in the county.

Florence County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$17,432	\$29,609	58.9%	-2.8%	9.4%	1,123
Agriculture, Forestry, & Fishing	\$17,840	\$21,499	83.0%	-14.5%	1.5%	14
Mining	*	\$39,968	*	*	*	*
Construction	\$27,085	\$36,772	73.7%	0.8%	25.9%	47
Manufacturing	\$23,958	\$37,773	63.4%	8.5%	129.0%	200
Transportation, Communications, & Utilities	\$18,958	\$34,523	54.9%	-7.3%	8.6%	46
Wholesale Trade	\$34,261	\$38,048	90.0%	-2.6%	28.3%	10
Retail Trade	\$8,004	\$15,066	53.1%	5.4%	17.8%	299
Finance, Insurance, & Real estate	\$25,295	\$37,911	66.7%	7.6%	14.4%	19
Services	\$11,410	\$26,041	43.8%	-24.0%	-8.6%	186
Total Government	\$23,346	\$32,017	72.9%	-0.7%	9.8%	302

Total Employment and Wage Distribution by Industry Division



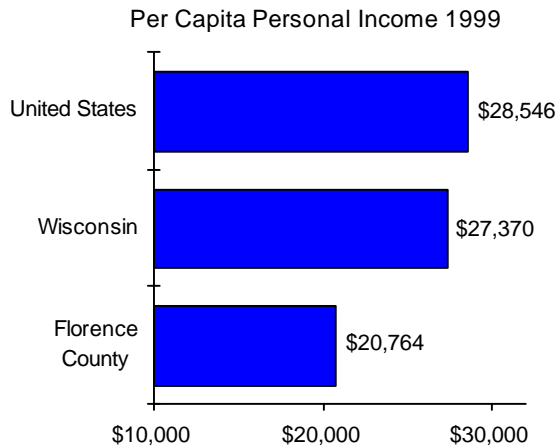
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Average wages paid in Florence County were below state averages in 1999 in all industry sectors. Wages are generally lower in areas that are great distances from major metropolitan areas such as Green Bay, Milwaukee, or Madison. Also these larger metropolitan areas with large population and employment bases tend to bring the state average up. This is often due to higher costs of living, more competition for workers and larger employers which often have bargaining agreements which may increase the wage scale in the more populated areas. Some of the discrepancy in wages is due to in part to seasonal employment in many industries, especially those that are involved in tourism. Workers often work part time in these industries, and are off for several months due to the seasonality of the business. These patterns vary in different areas of the state.

Manufacturing employment makes up 17.8 percent of total nonfarm wage and salary employment in the county. Wages from the businesses in this sector provide 24.5 percent of all the wages paid in the county, a share larger than its employment base. Some of this differential is attributed to higher overall wages in manufacturing and generally full-time, year-round employment. Total earnings may also be influenced by overtime hours available.

Retail trade employment represents nearly 27 percent of employment, and only 12.2 percent of the wages paid in Florence County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers and over 50 percent of the employment is part-time.

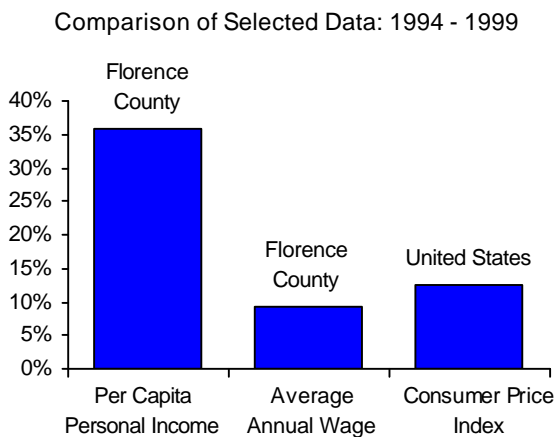
Florence County Wage and Income Data



The per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population.

In 1999, Florence County's per capita income ranked 48th out of Wisconsin's 72 counties. This was up from 63rd during 1997 and 55th in 1998. Per capita income in the county was well below the state and national averages, but the rate of growth during the last five years has exceeded the growth rate of both the state and nation.

Florence County's per capita income has increased by 35.9 percent over the past five years, while wages earned in Florence County have increased only 9.4 percent. Per capita income growth rose faster than wages since it includes all sources of income such as retirement benefits as well as increases in additional hours worked. If workers hold more than one job or work hours increase, per capita income will rise, however, wages may remain the same, or increase at a smaller amount.



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Florence County	\$15,274	\$16,285	\$17,409	\$18,243	\$19,671	\$20,764	5.6%	35.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Cashiers	\$ 14.48	\$ 13.58
Computer Programmers	\$ 9.41	\$ 9.59
Extruding/Forming Mach Oprs	\$ 9.71	\$ 9.45
General Office Clerks	\$ 6.62	\$ 6.24
Hand Packers & Packagers	\$ 8.93	\$ 8.37
Home Health Aides	\$ 24.10	\$ 22.87
Janitors and Cleaners	\$ 8.10	\$ 7.61
Machinist	\$ 7.90	\$ 7.75
Machine feeder/offbearer	\$ 12.08	\$ 11.43
Nurse aide	\$ 7.88	\$ 7.74
Paper Goods Machine Setters	\$ 10.14	\$ 9.98
Printing Press Machine Oprs.	\$ 10.81	\$ 10.13
Registered Nurses	\$ 9.16	\$ 8.22
Salesperson, retail	\$ 14.62	\$ 14.76
Truck Drivers/Heavy or Tractor/Trailer	\$ 9.76	\$ 9.60

Source: DWD, BWI, 1999 OES wage survey for the Green Bay MSA

The wages for the selected occupations in this table were reported by employers in the Green Bay metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs.

Because occupational wages are not available by county, the attached table lists wages for common occupations from the Green Bay MSA as it is the closest available wage information to Florence County. Wage data on additional occupations are available at our website: <http://www.dwd.state.wi.us/lmi>.

The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage.